

Activities of Toddlers and Preschoolers - US - February 2017

Report Price: £3174.67 | \$3995.00 | €3701.03

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"Parents are continually confronted with new and different ways to engage with their children. However, parents still lean on traditional activities to entertain and educate their kids. For new products to grab parents' attention, they will likely have some relationship to these traditional activities, and speak to the qualities parents find the most valuable."

- Dana Macke, Senior Lifestyles and Leisure Analyst

This report looks at the following areas:

- Dads shy away from feminine activities
- Young parents may lack confidence in their abilities
- Single parents may need extra support

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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